

WBQH 1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT 4TH QUARTER 2013
SEPTEMBER 29TH • DECEMBER 28TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

TABLE OF CONTENTS

Section I Public Affairs and Sports Programming

Section II PARENTS PERSPECTIVE

Section III MUSIC AND THE SPOKEN WORD

Section IV OF CONSUMING INTERESTS

Section V ASCERTAINMENT

Section VI PUBLIC SERVICE ANNOUNCEMENTS

PUBLIC AFFAIRS PROGRAMS

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and though-provoking hosts. All programs air every Sunday.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, Parents' Perspective, interviewing guest experts on a different child rearing issue each week.

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, Parents' Perspective, interviewing guest experts on a different child rearing issue each week.

- P Dec. 22nd
 - PP #1 4:30am 28 min Ethics for Children Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD.
 - PP #2 5:00am 28 min Tricks of the Trade Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems
- Dec. 15th
 PP #1 4:30am 28 min Color Theory Mary Anne Reilly, artist, Washington, DC
 - PP #2 5:00am 28 min Cyberspace Advertising for Children Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture
- Dec. 1st
 PP #1 4:30am 28 min Plugged In Kids Lee Rainie, Director, Pew Research Center's Internet & American Life Project
 - PP #2 5:00am 28 min Children's Friendships Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice
- Nov. 24th
 PP #1 4:30am 28 min Kids Making Mistakes Susan Rail, licensed clinical social worker.
 Remember this important slogan: **Practice makes progress!**
 - PP #2 5:00am 28 min Bullying Dr. Maureen Donnelly, an Adolescent Psychologist in private practice and on the teaching faculty Georgetown University Medical Center and Children's Hospital Center, Barbara Herwitz, an experienced elementary and middle school teacher
- Nov. 17th
 PP#1 4:30am 28 min Parenting: A Growth Experience Wade F. Horn, Ph.D., clinical child psychology: director in Deloitte Consulting LLP Public Sector Practice
 - PP#2 5:30am 28 min Down Time William R. Stixrud, Ph.D., clinical neuropsychologist

Nov. 10th

PP #1 • 4:30am • 28 min • Intergenerational Relationships - Deborah Stiller, Director of Program Operations at Interages, and Margaret Merring, a Counselor at Farmland Elementary School

PP #2 • 5:00am • 28 min • Our Legacy to Our - Children Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems

Nov. 3th

PP #1 • 4:30am • 28 min • Environmental Education - Vini Schoene, Director of the Burgundy Center for Wildlife Studies, Cooper's Cove Wildlife Sanctuary

PP #2 • 5:00am • 28 min • Twin Siblings and Families - Nancy Segal, Ph.D., Professor of Psychology; Director, Twin Studies Center, California State University; author, Someone Else's Twin: The True Story of Babies Switched at Birth

Oct. 27th

PP #1 • 4:30am • 28 min • Cooking for Life, Susan Reilly, DC City Program Manager, Common Threads

PP #2 • 5:00am • 28 min • Understanding Stressed Behavior, Claudia Gold, M.D., general and behavioral pediatrics; author, Keeping Your Child in Mind

Oct. 20th

PP #1 • 4:30am • 28 min • Cyberspace Advertising for Children - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

PP #2 • 5:00am • 28 min • Hearing - Carol Stock Kranowitz, author, The Out-of-Sync Child and (with Joye Newman) Growing An In-Sync Child

⊕ Oct. 13th

PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project

PP #2 • 5:00am • 28 min • Children's Friendships - Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

Oct. 6th

PP #1 • 4:30am • 28 min • Ethics for Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD.

PP #2 • 5:00am • 28 min • Tricks of the Trade - Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday

Sept. 29th PP #1 • 4:30am • 28 min • Color Theory - Mary Anne Reilly, artist, Washington, DC

PP #2 • 5:00am • 28 min • Cyberspace Advertising for Children - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

- Dec. 22nd 5:30am 28:00 min Program 4292
- Dec. 15th 5:30am 28:00 min Program 4292
- ⊕ Dec. 1st 5:30am 28:00 min Program 4342
- Nov. 24th 5:30am 28:00 min Program 4340
- Nov. 17th 5:30am 28:00 min Program 4386
- Nov. 10th 5:30am 28:00 min Program 4339
- Nov. 3rd 5:30am 28:00 min Program 4385
- Oct. 27th 5:30am 28:00 min Program 4384
- Oct. 20th 5:30am 28:00 min Program 4383
- Oct. 13th 5:30am 28:00 min Program 4382
- Oct. 6th 5:30am 28:00 min Program 4381
- Sept. 29th 5:30am 28:00 min Program 4380

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- P Dec. 22nd
 - OCI #1 6:00am 25:00 min Crime Prevention Michelle Boykins of the National Crime Prevention Council discusses cyberbullying, Internet safety, increasing violence against teens and the McGruff Club.
 - OCI #2 6:30am 25:00 min When to Retire Knight Kiplinger, who heads the Kiplinger financial media company in Washington, D.C., talks about when to retire.
- ⊕ Dec. 15th
 - OCI #1 6:00am 25:00 min Protecting your personal financial information. Maxine Sweet, vice president of public education with Experian, explains the difference between identity theft and credit card theft and discusses ways to protect against these crimes.
 - OCI #2 6:30am 25:00 min Making the legal system more consumer-friendly Tom Gordon from Responsive Law discussing the organization's efforts to make the legal system more accessible to consumers.
- Dec. 1st
 - OCI #1 6:00am 25:00 min Marc Parsont, a nationally certified massage therapist, discusses the various types of massage and how they help relieve pain and increase flexibility as well as help prevent injuries.
 - OCI #2 6:30am 25:00 min Keeping adult children in the loop on your finances. Jessica Anderson from Kiplinger's Personal Finance Magazine discusses why parents should provide general information about their finances to adult children as well as other critical information about long term care, etc.
- Nov. 24th
 - OCI #1 6:00am 25:00 min Keeping adult children in the loop on your finances. Jessica Anderson from Kiplinger's Personal Finance Magazine discusses why parents should provide general information about their finances to adult children as well as other critical information about long term care, etc.
 - OCI #2 6:30am 25:00 min Insuring a happy holiday. Sue Nester of Trusted Choice and Mike McCartin, an independent insurance broker, discuss insurance needs for travel, liability for hosting a party, and why all consumers should add an inexpensive umbrella policy to their homeowners policy.

♠ Nov. 17th

OCI #1 • 6:00am • 25:00 min • Insuring a happy holiday. Sue Nester of Trusted Choice and Mike McCartin, an independent insurance broker, discuss insurance needs for travel, liability for hosting a party, and why all consumers should add an inexpensive umbrella policy to their homeowners policy.

OCI #2 • 6:30am • 25:00 min • Keeping adult children in the loop on your finances. Jessica Anderson from Kiplinger's Personal Finance Magazine discusses why parents should provide general information about their finances to adult children as well as other critical information about long term care, etc.

♠ Nov. 10th

OCI #1 • 6:00am • 25:00 min • Bricks and mortar in the age of the Internet. Matthew Shay of the National Retail Federation discusses marketing trends and how brick-and-mortar stores are meeting the challenge of the Internet.

OCI #2 • 6:30am • 25:00 min • Personal finances. Joe Hemsley, financial advisor with Ameriprise, discusses personal finance issues.

Nov. 3rd

OCI #1 • 6:00am • 25:00 min • Financial Health. Consumer Action's Ruth Susswein talks about managing your money.

OCI #2 • 6:30am • 25:00 min • Baltimore Symphony Orchestra's Carol Bogash.

⊕ Oct. 27th

OCI #1 • 6:00am • 25:00 min • Buying a car. Jack Gillis, author of The Car Book, talks about buying a car.

OCI #2 • 6:30am • 25:00 min • Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

Oct. 20th

OCI #1 • 6:00am • 25:00 min • Climate Change. Pat Michaels of the Cato Institute discusses the impact of climate change-related regulations on the economy and the consumer.

OCI #2 • 6:30am • 25:00 min • Farmers Markets. The founder of the farmers market in Olney, Md. talks about its benefits to the community.

OCI #1 • 6:00am • 25:00 min • Colon Cancer. Dr. Richard Gelfand discusses colon cancer, which is the second most common cause of cancer deaths in this country.

OCI #2 • 6:30am • 25:00 min • Add-On Insurance. Bob Hunter of the Consumer Federation of America discusses add-on insurance policies that cost consumers millions and may not be needed.

Oct. 6th

OCI #1 • 6:00am • 25:00 min • Chris Basso, public relations manager for Carfax, discusses buying a used car, the importance of checking its history and having it inspected by a mechanic before making a purchase.

OCI #2 • 6:30am • 25:00 min • Center For Auto Safety. Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

Sept. 29th

OCI #1 • 6:00am • 25:00 min • Crime Prevention - Michelle Boykins of the National Crime Prevention Council discusses cyberbullying, Internet safety, increasing violence against teens and the McGruff Club.

OCI #2 • 6:30am • 25:00 min • When to Retire - Knight Kiplinger, who heads the Kiplinger financial media company in Washington, D.C., talks about when to retire.

ASCERTAINMENT

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: Health Care Reform, Jobs/The Economy, and Transportation.

The Top Issues were:

- 1. Health Care Reform
- 2. Jobs/The Economy
- 3. Transportation
- 4. Education
- 5. Immigration Reform
- 6. Crime and Public Safety
- 7. Ethics/Government Accountability
- 8. Gentrification
- 9. Economic Development

PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- BoostAttendance.org
- Children's Oral Health
- Childhood Obesity Prevention
- Community Engagement
- Emergency Preparedness
- Employment Opportunities
- Financial Literacy
- Health and Wellness
- High School Dropout Prevention
- Hispanic College Preparation
- Hope For Homeowners Facing Foreclosure
- Immigration Reform
- Internship OpportunitiesMarch of Dimes
- Nutrition Education
- School Attendance Matters
- Underage Drinking Prevention
- USO